



## **Costa Mesa Conference & Visitor Bureau Board Meeting Minutes on February 14, 2013 at Costa Mesa Marriott**

**Attendees:** Kandee Anderson (GM of Marriott), Sue Cooke (Treasurer and GM of Residence Inn by Marriott), Mike Hall (Chairman of the Board and GM of Westin-1:15 arrival), Rob Gauthier (GM of Hilton-1:15 arrival), Dan Joyce (Public Affairs Manager for City of Costa Mesa), Naj Ekhals (GM of Best Western Plus), Paul Sanford (GM Avenue of the Arts, Wyndham), Werner Escher (Executive Director of Domestic and International Markets, arrival 1:15) and Paulette Lombardi-Fries (President, CVB)

**Sales Leaders welcomed at 1:15:** Anne Nielsen (Residence Inn by Marriott) and James Landrum (Hilton) and Kim Glen (Marketing Manager, CVB)

**Absent:** Susan O'Brien Moore (VP and GM of Ayres Hotel and Suites), Peter Papagelis (GM of Mastro's Steakhouse), Gary Monahan (Councilmember, city of Costa Mesa), Charles Haber (GM of Crowne Plaza), Shetal Patel (GM Holiday Inn Express), Terry Dwyer (President, Segerstrom Center for the Art) and open position at the Ramada as they are in the process of hiring.

**Public Comment-no comments or guests for this meeting were noted**

### **Board Position Update**

Paulette shared that Phil Campanelli GM at the Hilton is no longer there. New replacement is Rob Gauthier. Peter Naghavi is scheduled to retire in a few months and his replacement is Gary Monahan, Councilmember, city of Costa Mesa. Motion to approve this change was made by Dan and seconded by Sue with no one opposing. Mike Hall and Rob Gauthier also approved the new Board members at the end of the meeting for a quorum vote.

### **December 2012 Review of Meeting Minutes**

- Motion made to approve December 2012 meeting minutes by Kandee and Paul no one opposing.

### **Financial Report-Paulette**

- Review of November and December of 2012 as well as fiscal year to date financials-spreadsheets handed out as well as emailed to all Board members on Feb. 11<sup>th</sup> at 12:30 p.m. Motion to approve by Kandee, Paul and Sue.
- Paulette shared the audit was completed for fiscal year ending June 30, 2012. Paulette stated we will have our audits conducted soon after the fiscal year ends so the report can be included with the Bureau's year-end report to city council. Email of the audit review was sent to Board Treasurer, Sue Cooke and Chairman of the Board, Mike Hall. Dan asked for a copy and Paul suggested to send it to everyone.
- *BLA funding was tabled for our next meeting as our Chairman, Mike Hall was not present at this point to discuss a proposed new funding method.*
- Mutual Advantage- Paulette passed out certificate data from 2012 that showed 119 certificates were reimbursed for this hotel program that took place in the year 2000-2009. As the Bureau did NOT keep track previous to the new team (prior to November 2010), the Bureau does NOT have numbers to show how many certificates were reimbursed prior to 2011. Handout shows in 2011, the hotels took 184 certificates. In 2011, the Bureau had 693 overnight stay requests and in 2012, the Bureau had 403 requests. **Effective March 1, 2013 the Bureau will cover the room and tax only of these certificates when the hotel is able to offer a friends and family rate. If no friends and family rate is available, the hotels should decline to take the certificate. The Bureau will only compensate the hotels for room and tax and the original certificate MUST accompany the folio and be sent to Lisa. Paulette asked if anyone has a new contact for this program to let Lisa at the Bureau know.** Motion to approve this was made by Sue, Paul, Naj, Dan, and Kandee and later motioned by Mike and Rob. All paybacks to the hotel will be

under the line item of promotions. Paul suggested Lisa personally meet with the hotel reps so they clearly understand the process. Paulette will ask Lisa to host a meeting for all hotel representatives to explain this new procedure.

### **Culinary Board/Restaurant Week Dates**

- August 16-23<sup>rd</sup> kick off party scheduled on the 15<sup>th</sup>. Antonio from Antonello's will not be a part of the Board. Chris Moran the general manager of CP will be joining us. Our first meeting is next week. Our format will be similar to last year. Silent auction and live auction. Paulette asked for certificates to destinations outside of our city as those do very well for the silent auction. We will work with AX Travel and all proceeds will be given to charity.
- Dan shared that the city is considering a zoning for TBID for restaurants. He also asked to be invited to the meeting after next week's.

### **John Forsythe presentation for Concerts in the Park Series July 2013-included in the minutes**

- Discussion as to the amount of money the Bureau will give to this community based event. Mike suggested Paulette to contact John as to the amount the Bureau will donate.

### **Marketing Update- Paulette and Kim**

- Update on Visa and SCP hotel promotion. Through January 15<sup>th</sup>, the promotion generated 1,357 room nights. We started in July and didn't have all hotel links well into the summer. We feel this was a successful campaign. Please ensure it is taken off of your websites, as it is no longer running.
- Marketing funds-spreadsheet passed out for all hotel partners. This is also included in the minutes.
- China Initiative with Orange County Visitor Association-Ed Fuller, retired Marriott International VP is assisting the Orange County Visitor Bureau with this project. Our city along with NB, HB, Laguna, Irvine, Buena Park and Anaheim will get exposure in China as we try to extend tour packages from the LA market into Orange County. Brochures in Mandarin are being created as well as a video about our destination. We are getting our feet wet at this point and it will take relationship building for these tour operators to book these extension packages. Cherrie Yang with Aviareps will visit within the next month and tour all OC cities she will be representing. Hotel companies such as Marriott, Montage and Hilton Anaheim are sponsoring hotels. Everyone who gave RFP's to Paulette for group/wholesale was passed on to be considered for hotel stays in Orange County.
- OC Marathon 2013 is May 5<sup>th</sup>. On Oct. 29<sup>th</sup> and Feb. 4 email communication was sent out about how the Bureau will again be offering two shuttle seats for each room blocked under the preferred marathon rate you gave to OC Marathon. Each hotel will receive wristbands and a copy of the shuttle transportation schedule. Each guest must take the survey *on the OC Marathon site* for his or her shuttle needs. This will be the only way to reserve shuttle seats. Please remember the cut off for shuttle is April 26<sup>th</sup>. If guests have not filled out the shuttle survey on ocmarathon.com by April 26<sup>th</sup>, we will NOT have a seat for them. The Bureau will communicate with each hotel how many have requested the shuttle by how many have filled out the survey on the OC Marathon site. This survey the guests take comes directly to our Bureau. The Bureau will again use Her Majesty's Ride as this worked very well for us last year.
- POW WOW 2013-Las Vegas. Kim and Paulette will be attending. Our booth will be next to SCP. I have 3 partner seats available. Please email me if this interests you. Hilton, Marriott and Wyndham are interested in attending.
- Vancouver Media Event-Kim will be attending this two-day event later this month representing the city and meeting with travel writers enticing them to fly into John Wayne and visit Costa Mesa. Update on print media-Kim passed out US Airways, California Visitor Guide and California Sunset editorials and ads.

Website-Coming soon we will add the wedding tab to our current site and upgrade our pictures to a larger size. We currently average about 430 visitors to our website daily. This is up from 285 to our site monthly last year, a 66% increase. This is a 6-month comparison, not yearly (we won't have equivalent YOY numbers till about June). This is a direct result of an improved PPC campaign and our SEO efforts to increase natural search traffic to our website.

We had record traffic days in the past 4 months:

Dec. 6: 2,513 visits (6x normal traffic) - lift from AZ Foothills magazine email blast

Nov. 30: 1,169 (3x normal traffic) - lift from Bay Area News email blast

The most traffic ever received to our site prior to 2012 was 640 visits in Oct. 2009.

Captivate ads will play in 154 buildings total on 1,240 screens in LA, Phoenix, San Francisco and Seattle for two weeks. It will run from 7-11am the first week and 11am-3pm the second week. The spot will run 10 times an hour for a total of 867,542 impressions.

#### **60<sup>th</sup> Anniversary/City Update-Dan**

- Presentation included. Dan is asking for \$50k from Bureau to assist with the 60<sup>th</sup> anniversary of the city. The city will have a 3-day festival June 28-30<sup>th</sup>. The city plans on having an art area/walk, Costa Mesa Tastefest and concerts. Mike asked Paulette to get with Dan and let him know on the amount that can be committed and he also asked for help from SCP and the arts.

Meeting adjourned 2:20 p.m.